

You can also give away cards or flyers with a list of websites they can leave their reviews on your restaurant. Check your customers' reviews on a daily basis on the internet, Facebook, social networking accounts and especially on specialised sites.

92. Analyse your competitors

Get to know your competitors and look at what they do and how they do things. This way, you'll discover exactly how to differentiate yourself from them.

93. Create a unique selling proposition (USP)



Contributed tip from Howard Tinker of restaurantprofits.com.au

Shared by Eric Cacciatore of [Restaurant Unstoppable](http://RestaurantUnstoppable.com), coming up with a unique selling proposition or what Seth Godin calls a "Purple Cow", something that is truly unique and special in your community.



Unique Selling Proposition Examples & Ultimate Writing Guide by Will Swayne

Hint, the best brands create USPs that are intangible; things like core values, missions, visions, and principle. Appeal to the consumer psychographic. Ask, "how will this make the guest feel?" or "How will the guest think they are being perceived by society when they align their personal brand with your restaurant's brand"